



# Hassan Al Nowais

Brand Strategy | Marketing | Communication



Abu Dhabi, UAE



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in/Hassan Al Nowais

## Profile

Highly resourceful and growth-focused creative marketing & communication executive offering proven 15+ background in brand strategy development, integrated marketing, authentic communication, social media management, product/brand launches, positioning, lead generation, strategic roadmaps, channel planning, resources allocation, and project management across diverse range of industries.

Recognised for accelerating growth in customer base and successfully generating leads through direct marketing and influencing, content creation and technical writing, including copywriting/editing, blogs, press releases, creative briefs, email campaigns management, direct mail, digital, social media engagement, website/app user experience, and implementation of comprehensive trade show strategy for diverse target audiences. A strategist with an entrepreneurial mind-set creating go-to-market strategy, value stream mapping, administering strategic communication initiatives, new product/brand introduction and promotion, product positioning, market research, influencing customers' decision making, ROI improvements, sales enablement, and technology adoption.

## Key Career Highlights

- A leader with outstanding storytelling and presentation development skills, leveraging deep knowledge of research methods, analytics, and synthesis to build compelling, concise, and impactful snapshots of research results and persuasive cases for action that drive growth, innovation, and transformation in the businesses.
- Equipped with advanced knowledge and hands-on experience in copywriting, product descriptions, marketing collateral, website, and social media management.
- Deep knowledge and understanding of effective design elements in both creation and art direction, such as photography, graphic design, branding, and rebranding for marketing and advertising.
- Leveraged with advanced functional knowledge of Key CRM platforms/systems, branding, and social media marketing.
- Possess remarkable ability to display exemplary performance as an integral team player and capable of securing desired favourable outcomes working along with disparate teams and organisations across all levels.
- Instrumental in performing efficiently against tight deadlines, successfully planning and directing concurrent projects, establishing clear lines of communication, making business-focused decisions, and remaining diplomatic in difficult situations.

## Career History

**2017 – 2020 Saadiyat Rotana Resort & Villas, Abu Dhabi, UAE**  
**Director of Marketing & Communications**

- Delivered directional leadership in managing 360-degree end to end operations of marketing, communications, and PR departments.
- Fostered effective partnerships with DCT to successfully highlight the resort and host local as well as international media and bloggers. Developed strategic initiatives to confirm full adherence to brand strategy across the resort. Conceptualised and constructed comprehensive Marketing campaigns and conducted in-depth market-based analysis for the Resort with focus to accomplish shared objectives and goals.
- Executed exceptional forward-thinking skills in planning, developing, and enforcing promotional strategies and marketing plans to achieve positive bottom-line results.
- Held full accountability to navigate and streamline all media-related matters, including

## Personal Information

**Date of Birth:** 17 June 1983

**Nationality:** Emirati

**Languages:** English & Arabic

## Education

**Corporate Etiquette & International Protocol Consultant** | the Protocol School of Washington – USA

**Bachelor's Degree in International Business Administration** | Al Hosn University Abu Dhabi

## Expertise

- Brand & Communication Strategy Development
- Brand Positioning & Market Penetration
- Strategic Marketing Planning & Leadership
- Trade Show, Campaigns & Event Planning
- Brand Marketing & Management
- Operational Excellence & Leadership
- Copywriting & Graphic Design
- Programme/ Project Management
- Integrated Marketing Campaigns
- Digital & Social Media Marketing
- Vendors & Contract Negotiations
- Relationships Building

## Career History Continued

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- PR releases, commerce channels, and online activations.
  - Applied high-level analytical skills in reviewing and ensuring integrity and success of all media content shaped by PR agency and corporate communications team.
  - Performed substantial strategic efforts to promote and acquired consistent coverage across UAE and international media by driving detail market-based research and capturing potential media opportunities consistent with corporate set policies.
  - Projected big picture acumen in creating and directing a full protocol communication strategy to ensure implementation of all social protocol and business best practices aligned with defined aims and priorities.
  - Administered and oversaw all internal communications strategy and content comprising of newsletters, intranet content, and Town Hall presentations.
  - Established compelling messaging and Voice of the Customers (VoC) while spearheading training and development sessions to boost knowledge and efficiency of key spokespeople for managing external events and media interviews.
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### **2009-2015                      Abu Dhabi Islamic Bank, Abu Dhabi, UAE** **Deputy Head of Marketing & Corporate Communications**

- Worked with the Head of Marketing to develop marketing strategies and successfully created and executed marketing programs targeted to institutional, business and consumer clients. Demonstrated excellent out-of-the-box thinking in developing marketing plans and result-driven solutions for the bank's product campaigns. These included campaigns (print, web, social media, broadcast, etc.), events, corporate responsibility programs and sponsorships.
  - Ensured that ADIB products, services and product lines resonated with current and potential customers by continuously monitoring marketing trends and keeping a close eye on competitive products in the marketplace
  - Utilised creative and innovation skills in navigating production of all marketing materials, including posters, leaflets, and flyers while employing attention to detail exposure in writing and proofreading copy as well as acting as liaison with designers and printers.
  - Partnered with both external vendors and in-house designers on graphic designs, photography, printing, delivery, and giveaways to make certain all communication projected standards set for each product/department following the bank brand guidelines and customer experience. Scheduled and supervised photo shoots to guarantee smooth execution of new product ads launches.
  - Planned, sourced, and endorsed promotional gift items to enhance external vendor's engagement, satisfaction, and loyalty.
  - Employed multitasking and time management expertise to systemise and steer cross-functional events for designated products with special emphasis on month of Ramadan events, campaigns, and activities while serving as MC for events.
  - Played integral role in establishing sponsorships for different activities, such as charities, career fairs, arts, and sports.
  - Proactively engaged and collaborated with Department of Planning and Economy to set up and operate all marketing permissions and draws.
  - Organised, monitored, and spearheaded various internal and external football tournaments by serving as Head of Sports Committee for the bank.
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**Additional Experience: As *Communications Specialist* at Injazat, *Senior Marketing Officer* at ADCB - Abu Dhabi Commercial Bank (Abu Dhabi, UAE) | as *Cabin Crew Manager* at Etihad Airways (Abu Dhabi, UAE) | as *Marketing Representative* at ADCB - Abu Dhabi Commercial Bank, UAE**

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### **Awards & Certifications**

- Corporate Etiquette & International Protocol Consultant at Protocol School of Washington – USA (2014)
- Three Day MBA for Chief Marketing Officers – Singapore (2012) |
- Media Training at twofour54 – Abu Dhabi (2012)
- Best Islamic Bank, CPI Financial (2010) | Best Branding, CPI Financial 2010 | Performance Management Information System (2007)
- Emirates Institute for Banking & Financial Studies that includes: Fundamentals of Banking Operations, English for Banking II, Breakthrough Customer Service, Mastering the sales game (Course conducted by DEUXCEL DUBAI)